

Traffic Order#

Printed: 10/12/2012 11:27 AM  
Last Received: 10/12/2012 11:00 AM  
Showing Buylines: All Lines

1 of 2

<b>Station</b>	WKRC-TV CINCINNATI, OH
<b>Advertiser</b>	( ) POLITICAL ISSUE GROU
<b>Product</b>	NRA
<b>Estimate#</b>	3341
<b>Buyer</b>	AMAG MediaAssistant
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** 137/490/3341  
**Flight Dates** 10/15/2012 - 10/21/2012  
**Hiatus Weeks**

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	10/21-10/21	1 P2	1	1	\$1,000.00	
	Rating: 3.0											
	2	M	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/15-10/15	1 P2	1	1	\$1,200.00	
	Rating: 2.3											
	3	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/16-10/16	1 P2	1	1	\$1,200.00	
	Rating: 2.3											
	4	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/19-10/19	1 P2	1	1	\$1,200.00	
	Rating: 2.3											
	5	SA	12P-330P	BIG EAST FTB	:30	\$1,800.00	10/20-10/20	1 P2	1	1	\$1,800.00	
	Rating: 2.4											
	6	SU	4P-7P	CBS NFL FTBL-2	:30	\$19,000.00	10/21-10/21	1 P1	1	1	\$19,000.00	
	Rating: 24.8											

Rep Order# 9841438 Ver# 1 Status New  
EC'd No

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Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRA  
Estimate# 3341  
Buyer AMAG MediaAssistant  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
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---REPORT TOTALS---

Report Totals: 6 / \$25,400.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$25,400.00

Sales Totals: 6 / \$25,400.00

Station Totals: 6 / \$25,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$112,539	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	4%
		WKRC	22%	WLWT	40%	WSTR	0%	WXIX	32%		

Books null  
Demos RA35+



